

ITEM 12
BILL 69 (2013)

From: Susan Schofield [honolulususan@yahoo.com]
Sent: Tuesday, January 14, 2014 12:04 PM
To:
Cc: Outdoor Circle Marti Townsend
Subject: STOP BUS BILLBOARDS!

Aloha!

Hawai'i is too beautiful for bus billboards. That is why I am urging you to oppose Bill 69, which would authorize billboards on Honolulu's city buses.

If passed, Mayor Caldwell's bill would help to unravel the near-century old prohibition against billboards in Hawai'i by allowing mobile advertising. This billboard ban has ensured that all people of Hawaii have unfettered access to enjoy the natural beauty of our islands and has helped to protect Hawai'i's standing as a uniquely beautiful place in the world. All of this would be undermine by the passage of Bill 69.

In addition, passing Bill 69 would entangle the city in costly litigation over what is and is not allowed on bus billboards. Advocacy groups have already indicated they are ready to "pounce" at the opportunity to display their messages on our city buses. Mayor Caldwell has promised to limit the content of advertising on buses, which will likely spark costly litigation over free speech rights.

Whatever minor financial benefit we might gain from selling advertisements on our buses is not worth the costs we would all suffer if this bill is passed.

Please defer Bill 69.

Mahalo,
Susan R.S. Schofield
Honolulu, Hawaii

RECEIVED
CITY CLERK
C & C OF HONOLULU
2014 JAN 14 PM 2:28